



**Transfer/Promotional Opportunity**  
**TRADE DEVELOPMENT REPRESENTATIVE-SENIOR**  
**(Port of Milwaukee)**

**BASIC FUNCTION OF POSITION:** To develop business opportunities for the Port and bring this potential to fruition, generating cargo, revenue, job growth, and economic development in the region. Promote Port developments to the media as well as to interested business and community groups.

**ESSENTIAL FUNCTIONS:**

- Design and implement quality transportation and distribution services that satisfy the needs and desires of customers. Research individual cargo opportunities, their present status and potential logistical alternatives. Critically evaluate transportation mode mixtures and economics, performing competitive rate analysis to create cargo growth.
- Develop alternative strategies for the pursuit of new cargo, estimating potential market share, revenue and expense criteria.
- Initiate the strategies developed above, including direct tenant and customer contact and liaison. Negotiate rates, levels of service and similar requirements. Close the sale and provide any necessary follow-up to ensure a quality operation.
- Act as catalyst and resource to Port customers in making continual improvements in their transportation and distribution processes. Maintain regular customer contact to monitor customer satisfaction, resolve problems and intervene on their behalf with tenants, ocean carriers and service providers such as forwarders, agents, and brokers.
- Prepare and maintain Port publications, website, press releases, traffic records and reports as directed.
- Make public appearances and presentations on behalf of the Port.
- Perform other duties or special projects as assigned.

**NOTE:** Due to the nature of this position, incumbents often work beyond 40 hours per week involving evenings and weekends. There is frequent day travel as well as some overnight travel.

*Reasonable accommodations requested by qualified individuals with disabilities will be made in accordance with the Americans with Disabilities Act (ADA) of 1990.*

**MINIMUM REQUIREMENTS:**

1. Current status as a regularly appointed employee of the City of Milwaukee.
2. Bachelor's Degree in Business, Economics, Transportation, or closely related field from an accredited college or university.
3. Four years of professional experience substantially involving many of the following: planning and executing goals/projects; conducting research; developing and evaluating strategies and alternatives; analyzing financial, economic, market and other data; pursuing and making sales; planning and implementing marketing, promotion and public relations strategies; negotiating agreements; identifying improvement opportunities and resolving problems; analyzing and identifying potential customers, developing customer relationships and ensuring customer satisfaction; making oral presentations; and working independently.

**NOTE:** Equivalent combinations of education, training and experience may also be considered. Depending on the level of experience and qualifications of the applications received, the Port of Milwaukee reserves the right to underfill

***Trade Development Representative-Senior***

this position at a lower level or cancel this announcement and conduct an open, competitive recruitment outside of City government.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Ability to travel, both day and overnight.
- Knowledge of the transportation industry or strong desire and ability to learn the transportation industry.
- Ability to speak or willingness to learn one or more foreign languages, preferably French or German, is highly desirable.
- Ability to speak and listen well and communicate effectively with customers, both in person and over the telephone.
- Ability to make effective, persuasive presentations.
- Ability to develop working relationships, internally and externally.
- Ability to adapt to constantly changing market and other circumstances.
- High level of self-confidence.
- Basic computer knowledge, including Microsoft business programs and the internet.

**CURRENT SALARY RANGE (07):** \$52,469 to \$73,453 annually

**THE SELECTION PROCESS** will be job related and will consist of one or more of the following: an evaluation of training, experience and accomplishments, written test, interview, or other assessment methods. The Port of Milwaukee reserves the right to call only the most qualified candidates to the selection process. Information from the selection process will be used to make hiring decisions. The selected candidate will be transferred or promoted to the position.

**Submit your completed application to the attention of Betty Nowak, Port of Milwaukee, 2323 S. Lincoln Memorial Drive, Milwaukee, WI 53207 by January 4, 2008. Receipt of applications may be discontinued anytime after this date.**

#07-139TR—TK(SM)

12/05/07

EEO 204

*The City of Milwaukee values and encourages diversity and is an Equal Opportunity Employer.*